

# Web Content Summary Checklist

**A checklist to help you prepare your website content**

# Web Content – Summary Checklist

## Introduction – Determining the Key Pages for Your Website

- ✓ The key question is ‘What do you want your visitors to do?’
- ✓ Start with your end goal in mind
- ✓ You need to clarify:
  - o Who are you?
  - o What are you offering?
  - o What CTA do you want to create?
  - o Where did your visitor come from?
  - o What does your visitor need?
- ✓ You can segment your site according to customer groups
- ✓ You can organize by topic
- ✓ You can organize according to where they have come from
- ✓ Prioritize content and decide where it goes

# Create a First-Rate Home Page

- ✓ Your home page tells visitors who you are, what you do and what you have to offer
- ✓ It should address questions and problems
- ✓ Show solutions
- ✓ Start with the goal you have in mind for the site
- ✓ Put yourself in your visitor's shoes
  - o Who is this?
  - o What do they do?
  - o What makes them different?
  - o What else do they have to offer?
- ✓ Content should answer these basic questions

## Elements of a Good Home Page

- ✓ It's compelling and makes visitors want to stay and interact
- ✓ It's clear and speaks to expectations
- ✓ It is well organized and easy to take in
- ✓ Navigation is clear
- ✓ It should be dynamic and include news and updates
- ✓ Fresh content also helps with SEO

## The Essential Components of a Good Home Page

- ✓ Your Home Page should include:
  - o A headline
  - o Visuals
  - o Bullet-point list of benefits
  - o Call to Action
  - o Introduction to other pages

## Additional Optional Components for Your Home Page

- ✓ Content Offer
  - o Some kind of freebie to download
- ✓ Social Proof
  - o Testimonials or reviews

## Your Blog Page Style Guide

- ✓ Cover topics that are interesting to your visitors
- ✓ Consider common questions
- ✓ Blog about your company or products/services
- ✓ Incorporate relevant keywords
- ✓ Use keywords in titles and headers
- ✓ Write small paragraphs with headers
- ✓ Use large fonts and easy to read colors

# Additional Critical Website Pages to Include

There are a few other critical pages every site should have, particularly business sites

## Contact Us

- ✓ Sole purpose is to give an easy way to contact you
- ✓ Having it there builds trust
- ✓ Be ready to respond
- ✓ Wording should be concise and professional
- ✓ Tell visitors how long it will take you to respond
- ✓ Test your page and make sure it works

## Site Map

- ✓ An index or directory that lists all of the pages
- ✓ Describes basic structure and navigation
- ✓ Offers great SEO benefits

## Legal Requirements

- ✓ Disclaimers, Privacy policy, licensing info, credentials, terms of use, etc
- ✓ Inform and build trust
- ✓ You may be required to have this information for things like advertising

**Help/FAQ**

- ✓ Answer questions and organize information
- ✓ Make it simple, clear and searchable
- ✓ Brainstorm common questions
- ✓ Add graphics or images
- ✓ Add 'Not So Frequently Asked Questions'

**404 Error Page**

- ✓ Let a visitor know an error has occurred and what to do
- ✓ Lead the user back to your site
- ✓ Prevent them from leaving

**Business-Specific Web Pages**

- ✓ Optional pages
- ✓ Would it help your site or not?
- ✓ Products and Services
  - o List and information
  - o Help buying decisions
  - o Consider structure and layout
  - o Keep descriptions short and clear
  - o Features, benefits & testimonials
- ✓ Pricing
  - o When you're offering a type of product or service with a set price
  - o Easy to understand
  - o For different plans, create a graphic to explain pricing
  - o Emphasize features and benefits
  - o Add a comparison chart
- ✓ Online shop
  - o Where a user can actually buy from you
  - o Shopping cart
  - o Choose one with the fewest steps
  - o Include links to FAQs and social proof

**✓ Site Search**

- o Not an actual page
- o Menu bar
- o Makes the site more user-friendly
- o Increase sales

**✓ Testimonials/Review Page**

- o You can create your own page for social proof
- o Decide how you'll integrate it
- o 'See what other people have said about us'

**✓ Opt-In Pages**

- o Visitors submit their name and email
- o Receive offers, news and content
- o Keep in touch and build relationships
- o Create a standalone page or integrate a form
- o Text should be compelling
- o Sign up should be free and offer an incentive

**✓ Thank You Page**

- o Once the visitor has signed up, they're directed here
- o Thank them, remind them of benefits and make offers
- o Provide coupons/discounts/other ways to increase business

**✓ Press/News**

- o Continue to build trust and relationships
- o Let visitors know what's new
- o Third party content and press releases
- o Fresh content helps exposure with search engines

**✓ Events**

- o Create an events page to tell visitors what's going on
- o Share on social media or elsewhere
- o Include events you're attending or that are related
- o Any event connected to your business can be announced

**✓ Resources**

- o Links to sponsors or other sites for further info
- o Downloads, articles, news, additional product info

# Best Practices to Consider When Writing Your Website Content

## Use Analytics

- ✓ Sign up to analytics services to monitor website activity
- ✓ You'll learn things like:
  - o Which pages get the most traffic
  - o Where visitors spend the most time
  - o When visitors are leaving
  - o ..and a host of other stats
- ✓ Pay attention to your bounce rate
- ✓ This is an indication there's something wrong with content or navigation

## Design Considerations

- ✓ Enhancing design can create a better experience
- ✓ Consider:
  - o Font
  - o Space
  - o Colors
  - o Simplicity
  - o Load Times
  - o Mobile-Friendly

## Content Tips

- ✓ Content quality is critical to building relationships
- ✓ Bad content won't achieve goals
- ✓ Good content is unique and high-quality
- ✓ You can hire a ghost writer
- ✓ Find someone who knows the subject matter well
- ✓ Don't choose a writer based on price alone

## Making Your Site Search Friendly

- ✓ Keywords
  - o Find good keywords and use them naturally
- ✓ Uniqueness
  - o Don't copy content from elsewhere
- ✓ Inbound Links
  - o Invite others to link back to you

# Conclusion

- ✓ Keep user experience in mind. This will keep visitors coming back for more
- ✓ Check that your site supports company goals and objectives
- ✓ Keep updating your site with fresh content
- ✓ Keep your ears open and learn from feedback
- ✓ Think of your site as a means of answering questions
- ✓ You have learned:
  - o Key pages and the purpose of each
  - o Essential elements of an effective homepage
  - o Components of a compelling about us page
  - o How to create a Start Here page to guide visitors
  - o How to create an update a blog page
  - o Other essential pages
  - o Best practices
  - o How to put ideas into action
- ✓ Now put your plan into action with deadlines
- ✓ Remember creating a good website requires monitoring and maintaining

**Need help creating a new website for your business?  
Email us at [support@digital-matchbox.com](mailto:support@digital-matchbox.com) for a free quote.**